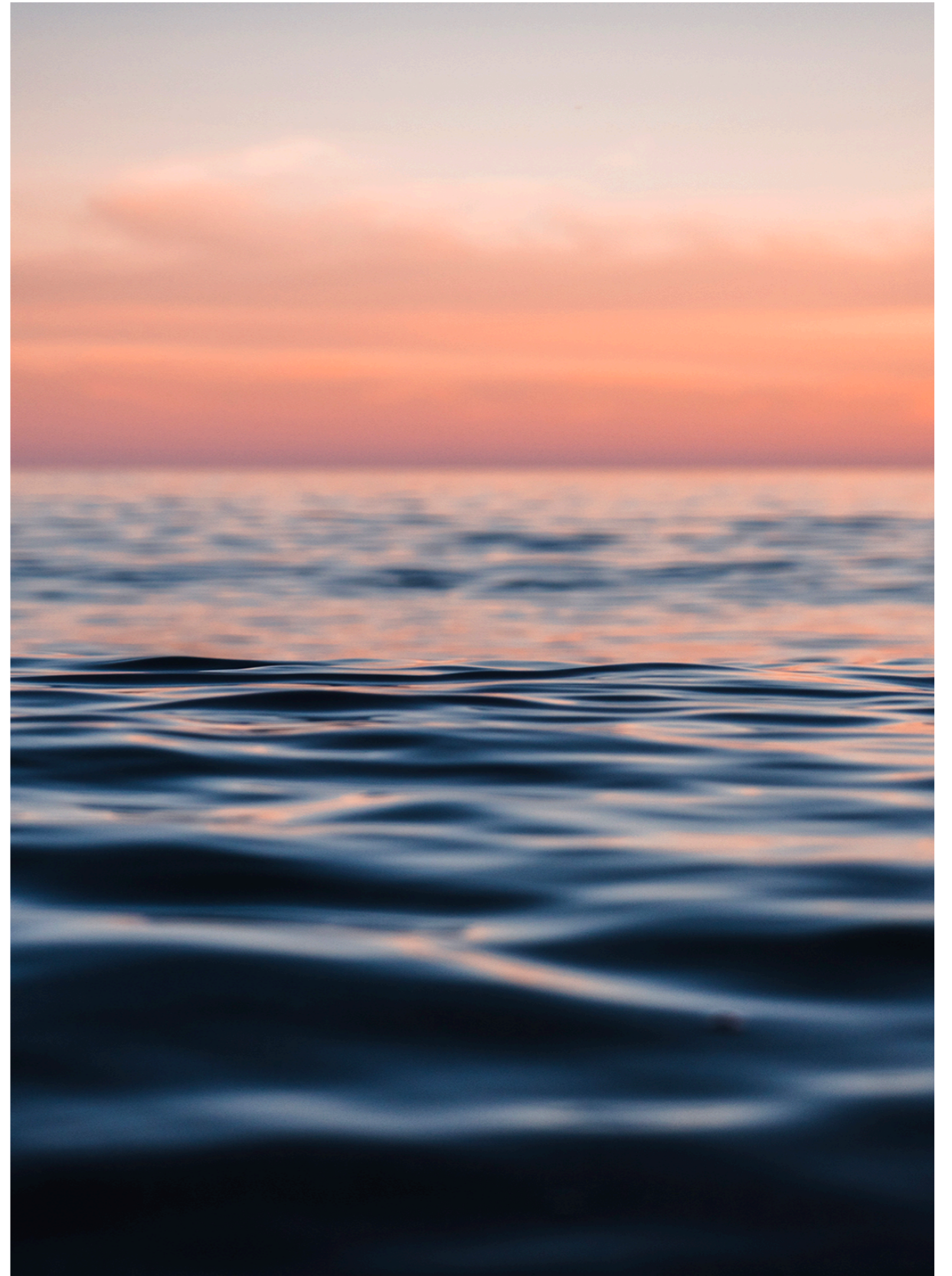


Survey Summary

Survey on Climate Change perspectives in Westford



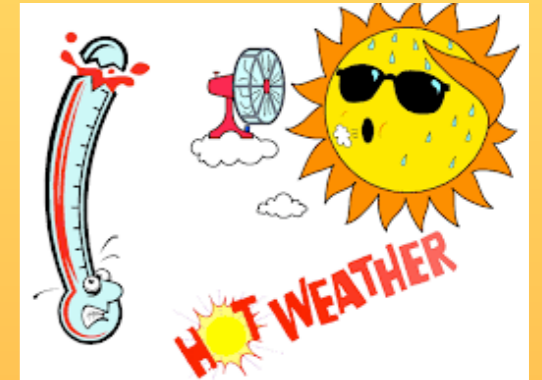
Who Responded to the Survey

- There were 393 survey responses
 - Not everyone responded to each question
 - $393/18075 = \sim 2.2\%$ of Westford's adults (although 11 weren't residents)
 - Respondents were split between discovering the survey on their own vs being alerted by friends
 - 156 discovered survey because someone alerted them to it
 - 124 discovered survey themselves (e.g., TM Newsletter, read Patch)
 - Respondents are older than the average Westford adult
 - 82% of respondents are above age 40 while 59% of Westford adults are above age 44
 - 90% of respondents are homeowners



General

- **Most respondents are concerned by climate change**
 - **85% believe the climate is changing**
 - **Of those, 85% believe humans are the main cause**
- **Most respondents see a future affected by climate change**
 - **84% felt they'd be either greatly or moderately affected personally**
 - **87% felt that future generations would be greatly affected**
- **Respondents are open to investing in some green technology**
 - **The majority had either already adopted, or were likely to adopt, green energy sources, home energy efficiency, & electric car**
- **Respondents are open to behavioral changes to address climate change**
 - **All four lifestyle changes* in the survey drew a majority of respondents indicating they'd consider adoption**



***Reducing consumption, carpooling, eating less meat, and choosing sustainable food sources**

Insights into barriers to going green

- **Solar adoption could be helped by working with HOAs**
 - **38% of comments cited Homeowner Assn (HOA) restrictions**
- **Heat pump adoption could benefit from providing information**
 - **43% cited a lack of information as a barrier**
 - **Many comments asserted (incorrectly) that heat pumps can't operate in colder areas like New England**
- **Powering homes with green options could also benefit from info**
 - **68% say they are either confused about their choices or lack information**
- **Alleviating costs of adopting green technology could pay off**
 - **Cost is a major concern for respondents in many areas**
 - **We can evaluate local subsidies / tax breaks as appropriate, and publicize state/federal subsidies and tax breaks**

Requests from Respondents

- Provide a List of Vetted contractors**
- Provide a place to hear from locals about their experiences**
- Consider limiting size of new homes in town**
- Seek to stop idling of municipal vehicles & school buses**
- Provide options for non-homeowners to make a difference**
- Increase available sidewalks to town destinations**
- Address waste in take-out and retail packaging
(biodegradable?)**

Next Steps

- **Provide Survey results to the public via website**
 - **Survey Results, as well as these charts, are [here](#)**
- **Incorporate findings into Roadmap as appropriate**
- **Discuss within CEAS and with other boards opportunities to act on requests from public, as appropriate**
- **Maintain contact with those who provided their email addresses for the purpose of being kept informed**
 - **Assuming concurrence from Select Board**
 - **Status on Roadmap efforts**
 - **Requests for further comments, insights, or help**
 - **Restrict any email content to the above**